

Best Cake Design Business Owner 2023 (Melbourne): Vanessa Gibilisco



When organising a big event, you're going to need a cake. Whether you're hosting a children's birthday party, or wanting to add the final touch to your wedding day, the cake needs to be an absolute showstopper. And no cake design business within Melbourne has mastered creative cakes quite like Pastel and Bloom. We explore how Vanessa Gibilisco's humble beginnings led to the creation of Melbourne's most renowned cake design business.

In 2009, following the birth of her sister-in-law's child, Vanessa was at a loss of what to get for her for her birthday. That's when she came across a local cake decorating class, and the rest is history. Vanessa simply fell in love with the entire process, as well as the craft itself, and it's this sudden enchantment that eventually led to the inception of Pastel and Bloom. Created as a love letter to the world of cake design, Pastel and Bloom marries taste and style to present something truly special to its customers.

Whether you're needing a cake for a wedding, religious event, birthday, baby shower, or corporate event, Pastel and Bloom will utilise the 50 years of combined cake design talent that makes up its team in order to deliver something undeniably magical. No matter the requirement, Vanessa has ensured that Pastel and Bloom is able to provide for each and every event, no matter the design a client may have in mind.

Every cake is unique, and this is evident through Pastel and Bloom's extensive portfolio. Ranging from realistic guitar cakes, to elegant seven tier wedding cakes that're perfectly tied to the theme of a client's event, it's able to present clients with a completely tailor-made result that's simply bursting with flavour. No detail goes overlooked, and each individual aspect of every cake is handled with the utmost care and dedication.

It's no secret that the cake industry has been rapidly evolving in recent years, from the boom of TikTok creators showcasing their inspired ideas, to a selection of Netflix series shining light on this unique art form. However, Vanessa was way ahead of the curve, and recognised as early as 2013 that the industry was starting to progress beyond standard Victoria sponges. This opened up the avenue for an immense amount of creativity, and Vanessa has tirelessly worked to concoct the next big statement pieces for her clients' gatherings.

Pastel and Bloom is a cake designer and decorating supply store that truly encapsulates the meaning of edible beauty. It combines fantastic ideas with excellent craftsmanship in order to produce fabulous results every time, and it's this quality that sets it apart from other services within the area. As the winner of the Best Wedding Cake Designer 2023 award, and now the Best Cake Design Business Owner 2023 (Melbourne), there's nothing holding Pastel and Bloom back from developing further in the years to come.



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